

Counter Tools Healthy POS Webinar Series: Tobacco Ad Messaging Strategies at Point- of-Sale: A Health Equity Focused Case Study

Wednesday, May 27, 2020
1:00pm EST

Moderator: Amelia Mattocks, Counter Tools

Speaker: Carrie Rosario, DrPH, MPH, CHES, Associate
Professor at the University of North Carolina at Greensboro



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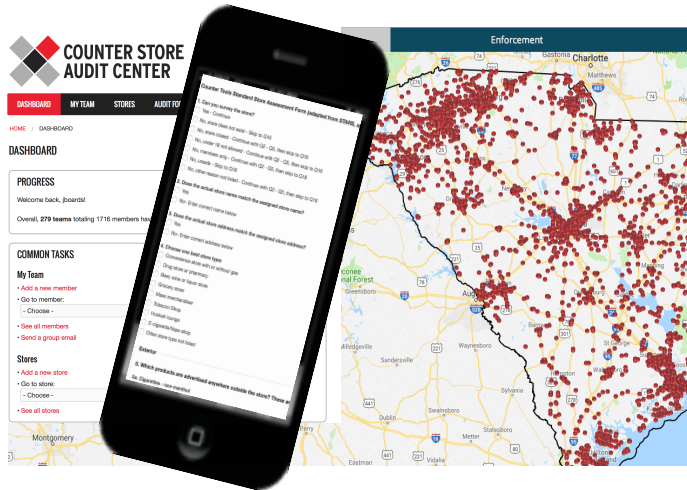
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We work with partners to advance place-based public health and health equity through policy, systems and environmental changes.

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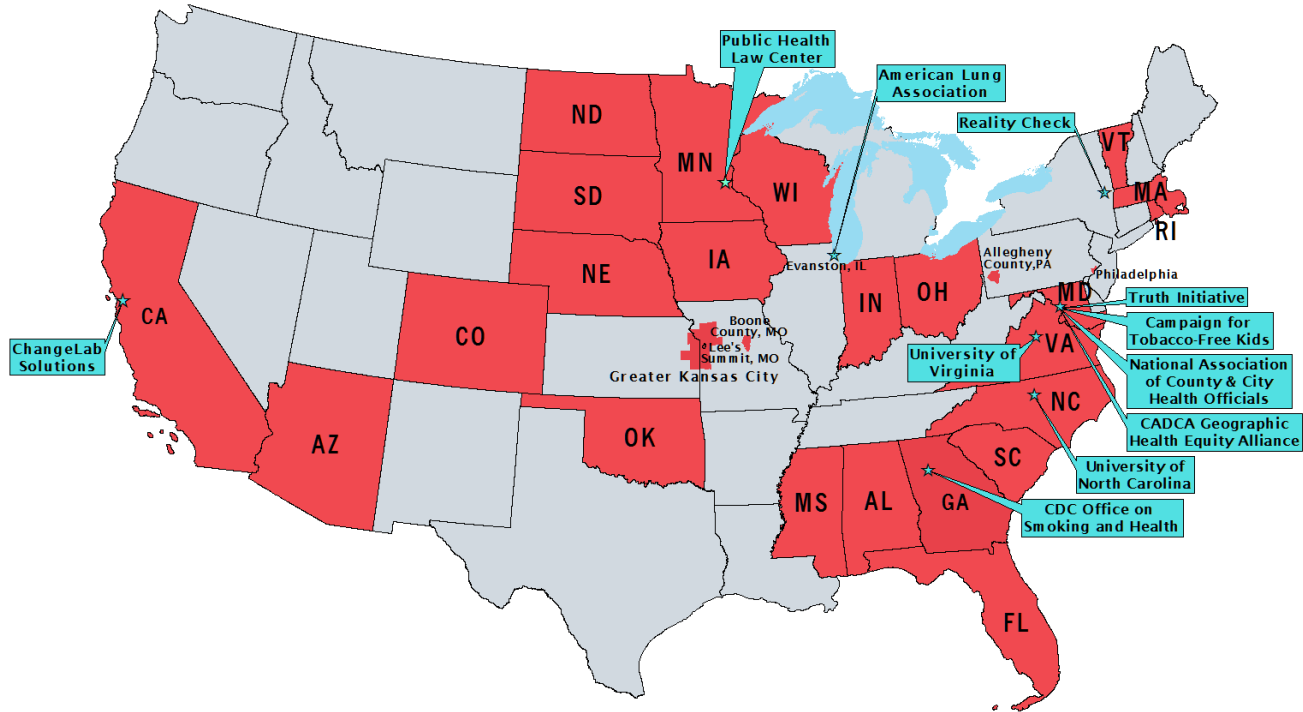
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Tobacco Ad Messaging Strategies at Point-of-Sale: A Health Equity Focused Case Study

CARRIE ROSARIO, DrPH, MPH, CHES

May 27, 2020

ACKNOWLEDGEMENTS



**Co-author:
Keia Harris, CHES**



UNC GREENSBORO
McNair Program



Samantha Harlow
UNCG Libraries

AGENDA

Background

Methods

Findings

Discussion & Implications

Conclusion

Eliminating Tobacco-Related Health Disparities

Summary Report



National Conference on Tobacco and Health Disparities

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
National Institutes of Health • National Cancer Institute



patterns, prevention, and treatment of tobacco use;



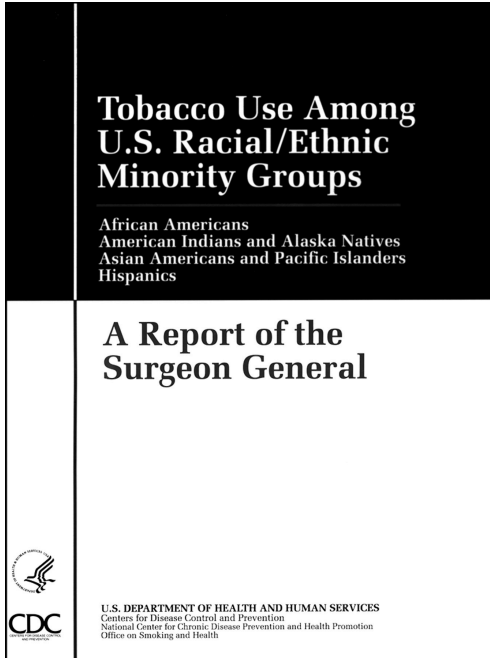
risk, incidence, morbidity, mortality, and burden of tobacco-related illness that exist among specific population groups in the United States



capacity and infrastructure, and access to resources.

(Fagan et al., 2004; Fagan et al., 2007))

BACKGROUND



“Preventing health problems related to tobacco use among the individuals in racial and ethnic groups will be integral to achieving U.S. public health objectives, such as those proposed in Healthy People 2000...”

(USDHHS, 1998)

BACKGROUND

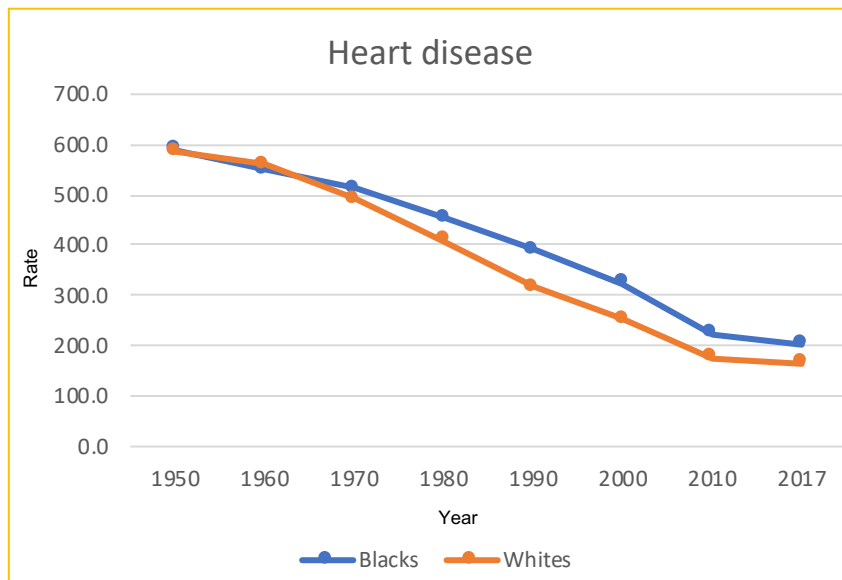


Figure 1a Racial disparities in heart disease mortality

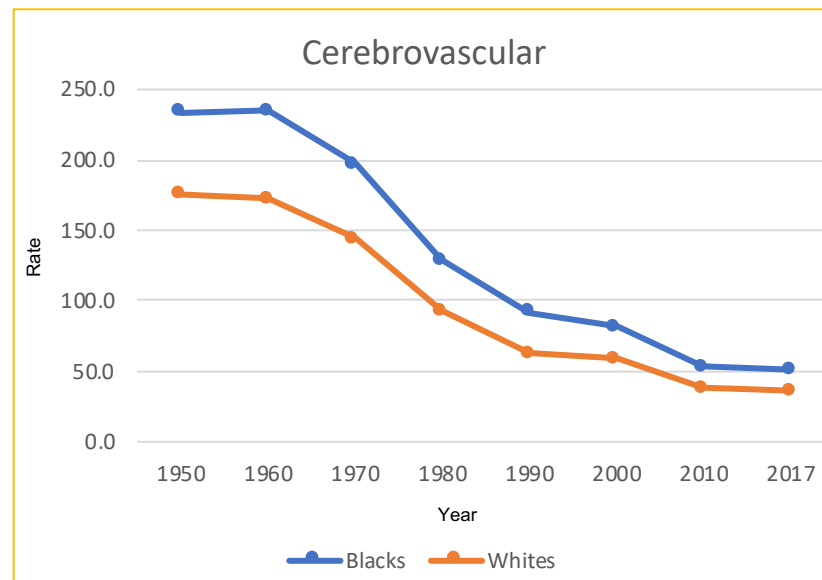


Figure 1b Racial disparities in cerebrovascular mortality

Note: All rates are per 100,000 population; data source: National Center for Health Statistics. Health, United States, 2018.

BACKGROUND

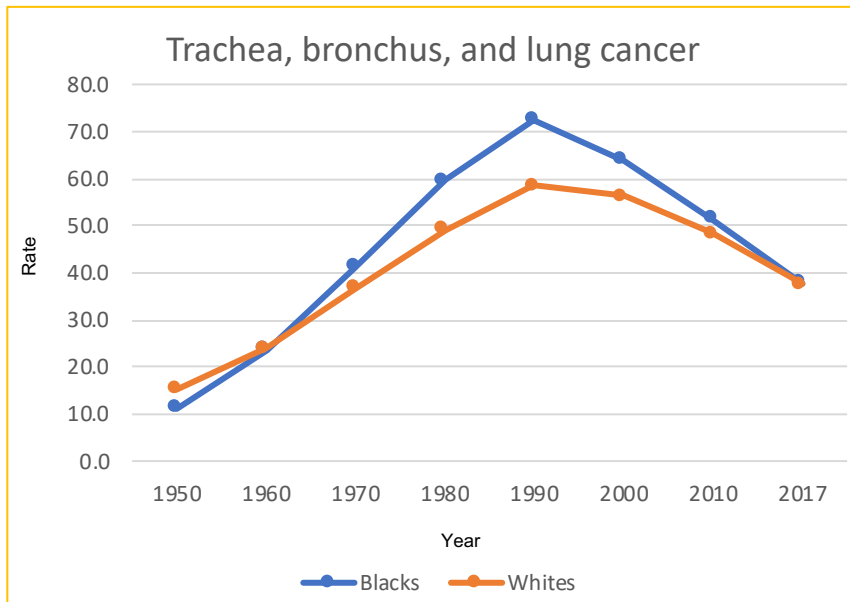


Figure 1c Racial disparities in cancer mortality

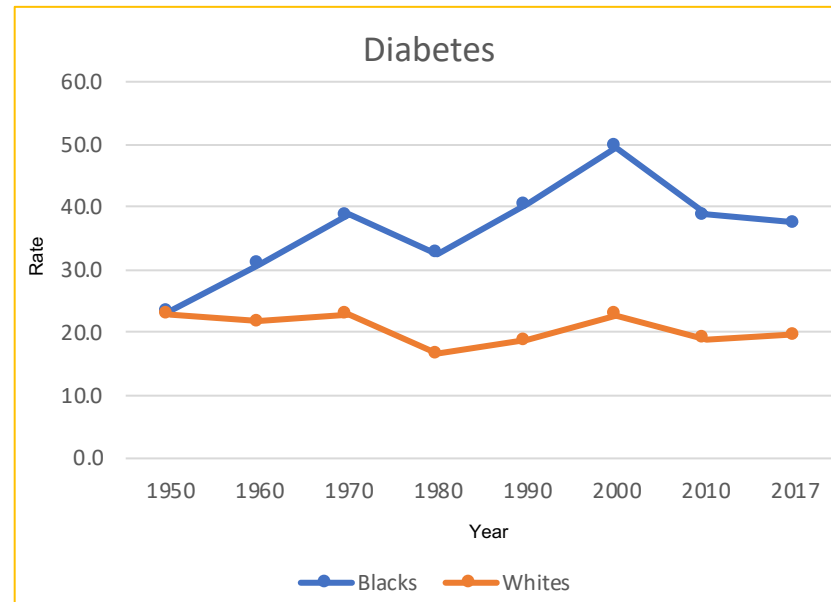


Figure 1d Racial disparities in diabetes mortality

Note: All rates are per 100,000 population; data source: National Center for Health Statistics. Health, United States, 2018.

BACKGROUND

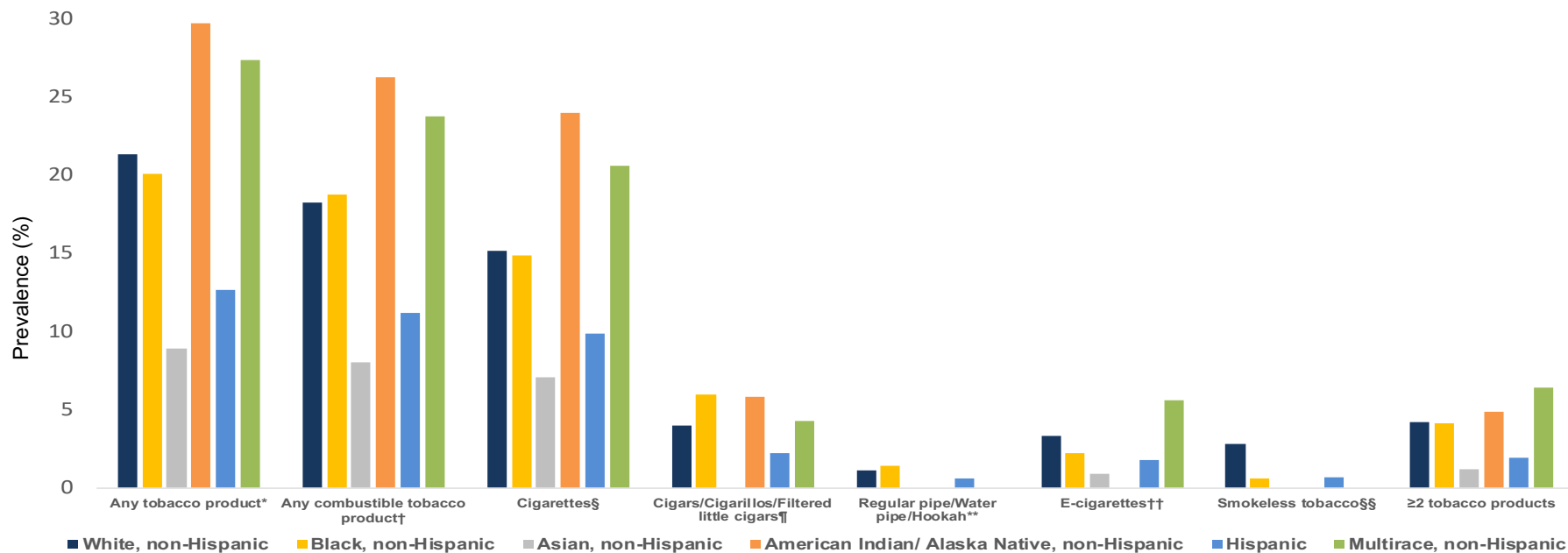


Figure 2 Tobacco product use among adults, by race — United States, 2017

Data source: Wang et al., 2018.

BACKGROUND

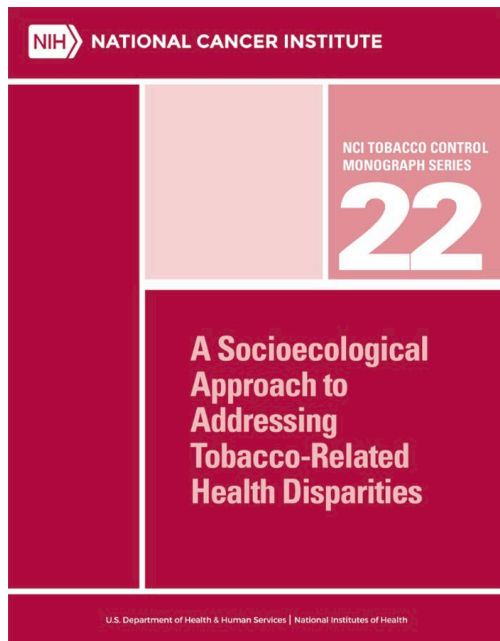
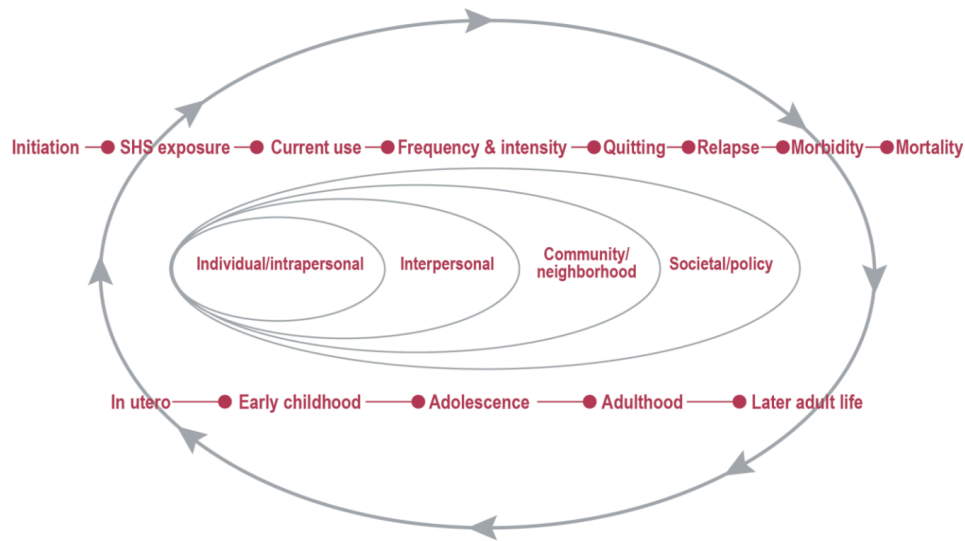
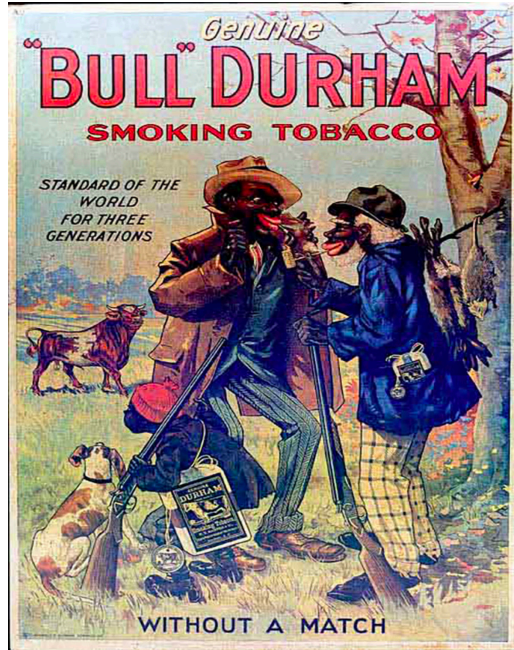


Figure 1.1 The Socioecological Model: Factors Influencing TRHD Across the Tobacco Use Continuum and Life Course



Notes: In addition to the experience of TRHD over time, there may be critical periods during development and throughout the life course when tobacco use or secondhand smoke exposure is significantly more detrimental than at other times. SHS = secondhand smoke.

BACKGROUND



(Image Source: Stanford University, SRITA)

“Although they represent only 11.2% of this country’s total population, Negroes make their presence felt, because of the more than 22 million, 90% are concentrated in 78 cities. In these markets they constitute 25% of the population. Approximately one-half are concentrated in the top 30 U.S. Negro markets.”

—1969 Holland report



- RJR Report, 1990

BACKGROUND



(Image Source: University of Alabama, CSTS)

BACKGROUND

**Tobacco Industry Response to Public Health
Concern: A Content Analysis of Cigarette Ads**
Kenneth E. Warner, PhD

Kenneth E. Warner, PhD

How an Unhealthy Product Is Sold: Cigarette Advertising in Magazines, 1960-1985

by David G. Altman, Michael D. Slater,
Cheryl L. Albright, and Nathan Maccoby

An emphasis on erotic images in women's magazines and on images of adventure, risk, and recreation in youth magazines suggests how cigarette ads are tailored to the implicit and explicit desires of consumers in allaying their fears about the health effects of smoking.

Separate, But Not Equal: Racial Segmentation in Cigarette Advertising

Richard W. Pollay

The ethnic segmentation census of 540 cigarette reveals significant attack models almost a century ago. Segmented and segregated advertising that appeals to be discussed, as are current

RESEARCH REPORT

One size does not fit all: how the tobacco industry has altered cigarette design to target consumer groups with specific psychological and psychosocial needs

Benjamin Lè Cook, G

RESEARCH AND PRACTICE

Richard W. Pollay

The ethnic segmentation of the 540-cigarette census reveals segmented and black models almost everywhere, and musicians also found segregated advertising that appeals to black audiences, as are currently discussed.

Richard W. Pollay, Ph.D.
University of Chicago, Prof.
Marketing and Curator, H.
Advertising Archives, Facu
Commerce, University of B
Columbia, Vancouver, Can
Currently on leave and wit
for the Study of Commerci
Washington, D.C.

David Carter-Whitney,
University of British Columbia
Vancouver, Canada.

RESEARCH REPORT

One size does not fit all: how the tobacco industry has altered cigarette design to target consumer groups with specific psychological and psychosocial needs

One size does not fit all: how the tobacco industry has altered cigarette design to target consumer groups with specific psychological and psychosocial needs

Benjamin Lê Cook, G
Massachusetts Department of Public Health

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Boston
MA 02115
USA

Submitted 8 October 2002;
initial review completed 20 January 2003;
final version accepted 11 July 2003

An example of a highly visible effort by the tobacco industry to target African American youth is the R.J. REYNOLDS (RJR) Tobacco Company's

[illegible]

Previous research has shown that different target smoker groups have different characteristics including age, gender, and education (e.g., *gen. et al.* (2002) demonstrate that different advertising were developed for different target groups). Exposure and receptivity to advertising may be a risk factor for initiation (e.g., *2000; Unger et al.* (2001)). The tobacco industry's use of advertising (e.g., *Ernst et al.* (2000), *eth. & Qualis* (1996)) and the role of advertising in the development of addiction (e.g., *2000; Lasser et al.* (2000)) are about twice as high as in the general population and suggest that this may be a useful area for identifying psychological

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[illegible]

Edith D. Ballbach, PhD, Rebecca J. Gasior, BS, and Elizabeth M. Ballwey, ScD, MPH

A major conclusion of the US surgeon general's report *Tobacco Use Among US Racial/Ethnic Minority Groups* is that African Americans bear the greatest health burden related to smoking of any racial/ethnic minority group.¹ Thus, a major challenge for tobacco control advocates is that of designing prevention and cessation programs that reach African Americans. One source of information to guide these programs is the tobacco industry's well-funded and well-researched efforts to target African Americans.²

An example of a highly visible effort by the tobacco industry to target African Americans was R. J. Reynolds (RJR) Tobacco Company's

Objectives. The purpose of this study was to describe RJ Reynolds (RJR) Tobacco Company's strategy for targeting African Americans, as revealed in tobacco industry documents and magazine advertisements.

Methods. The authors searched industry documents to determine RJR's strategies and analyzed magazine advertising during 2 periods: the time of the launch of the company's Uddown cigarette (1989–1990) and a decade later (1999–2000).

Results: RJR's efforts to target the African American market segment existed before and after Uptown, and the company's strategy was largely implemented via other RJR brands. Advertisements featured meretricious cigarettes, fantasy/escape, expensive objects, and nightlife.

Conclusions. To help all populations become tobacco-free, tobacco control practitioners must understand and counter tobacco industry strategies. (*Am J Public Health* 2003;93:822-827)

internal documents, and (2) to report the re- Web sites, including <http://www.djrdca>.

	IEL No. (%)	PEL No. (%)	P
Escape/leave (when setting visible)	23 (71.0)	14 (88.3)	<0.01
Corporate identity (when always visible)	71 (21.0)	12 (75.0)	<0.01
Verbal (when social life presented)	56 (17.0)	13 (81.3)	<0.01
Unhappy	99 (29.0)	47 (29.4)	<0.01

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	REL. No.	PK. No.	P
Quinine (before setting tables)	23 (15)	20 (18)	.0007
Quinine (after table setting)	27 (18)	27 (24)	.0007
Night (before table setting)	41 (27)	40 (35)	.0007
Method	43 (27)	40 (35)	.0007

	REL. No.	PK. No.	P
Quinine (before setting tables)	23 (15)	20 (18)	.0007
Quinine (after table setting)	27 (18)	27 (24)	.0007
Night (before table setting)	41 (27)	40 (35)	.0007
Method	43 (27)	40 (35)	.0007

² Fisher exact test.

100

NCI TOBACCO CONTROL MONOGRAPH SERIES

19

The Role of the Media in Promoting and Reducing Tobacco Use

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**U.S. DEPARTMENT
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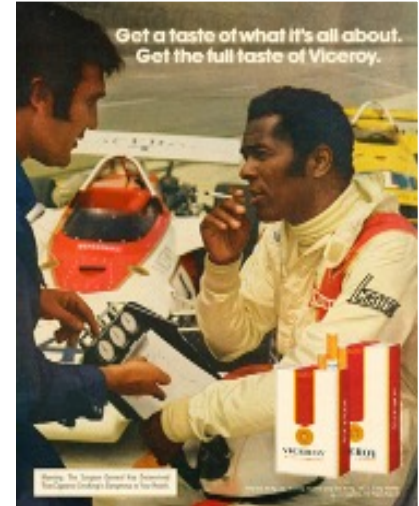
BACKGROUND



Reassurance



Misdirection of
Attention



Inducement to
Bravery

(Image Source: Stanford University, SRITA)



Which ads use
which strategy?



OUR STUDY

Environmental Equity: Research on the Contexts of Tobacco Use

Tobacco Advertisements: What Messages Are They Sending in African American Communities?

Carrie Rosario, DrPH, MPH, CHES¹
Keia E. Harris, BS¹

Racial disparities in tobacco-related death and disease persist. Despite evidence of disparities in exposure to tobacco retailers and point-of-sale advertising, little is known about the extent to which tobacco advertisements within African American communities use three prominent messaging strategies: reassurance use is safe despite health risks, redirect attention from health risks to other product features, or incite bravery to use despite health risks. Using a multistage design, we examined tobacco advertisements at 24 retail stores listed on Countertools.org StoreMapper within 15 census tracts where roughly 74% of the population was African American. After confirming interrater reliability, trained data collectors assessed messaging strategy (reassurance, misdirection of attention, or inducement to bravery) usage in ads ($n = 165$) for various brands (e.g., Newport, Swisher Sweets, Blu) and whether strategies varied by product type (e.g., cigarettes, nonlarge cigar, e-cigarettes). Chi-square analysis of 165 advertisements revealed that the misdirection of attention strategy was used more often than reassurance or inducement to bravery. Tobacco advertisement messaging strategies also varied by product type, with misdirection of attention used more frequently in cigarette and nonlarge cigar advertisements and reassurance used more frequently in e-cigarette advertisements. Cigarette and nonlarge cigar advertisement messages prey on African American communities by redirecting their focus from consequences toward favorable product attributes. Additionally, reassurance messaging may misconstrue risks associated with e-cigarettes; therefore, we should vigilantly monitor e-cigarette trends among this population. Countering misleading messages and

advocating policies regarding advertisement content and density within African American communities could help reduce health disparities.

Keywords: health disparities; tobacco prevention and control; Black/African American; minority health; social determinants of health

BACKGROUND

Health equity in tobacco control is the opportunity for all people to live healthy, tobacco-free lives (Centers for Disease Control and Prevention [CDC], 2015). Unfortunately, despite decades of progress, roughly 47 million adults in the United States use tobacco, and tobacco-related health disparities persist (U.S. Department of Health and Human Services [USDHHS], 2014). Differences in patterns of use, quitting, and health-related outcomes (Pagan, Moolchan, Laverone, Fernandez, & Ponder, 2007) are not naturally occurring; they result from a complex mix of differential exposures to societal risks and patterned inequalities, for which

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health promotion practice

Volume 21, Supplement 1, January 2020

Special Supplement: Tobacco and Health Equity: Interventions, Research, and Strategies to Address Tobacco Use Among Diverse Populations

Guest Editors: Jovonni R. Spinner, MPH, CHES, and Richardae Araojo, PharmD, MS, CAPT U.S. Public Health Service

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METHODS

STUDY SETTING

“Blacks are geographically concentrated, which makes them reachable.”

– RJR Black Opportunity Analysis report

“...this business is geographically concentrated.”

– RJR Black Opportunity Analysis report

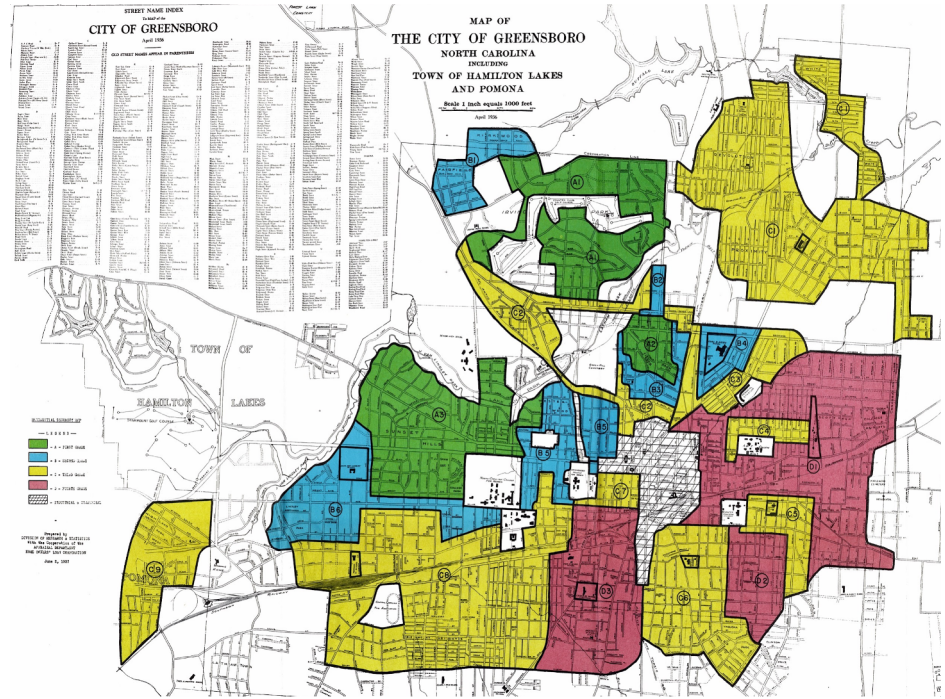


Figure 3. Home Owners' Loan Corporation map –Greensboro, 1936

STUDY SETTING



Lorillard moves to
Greensboro - 1954



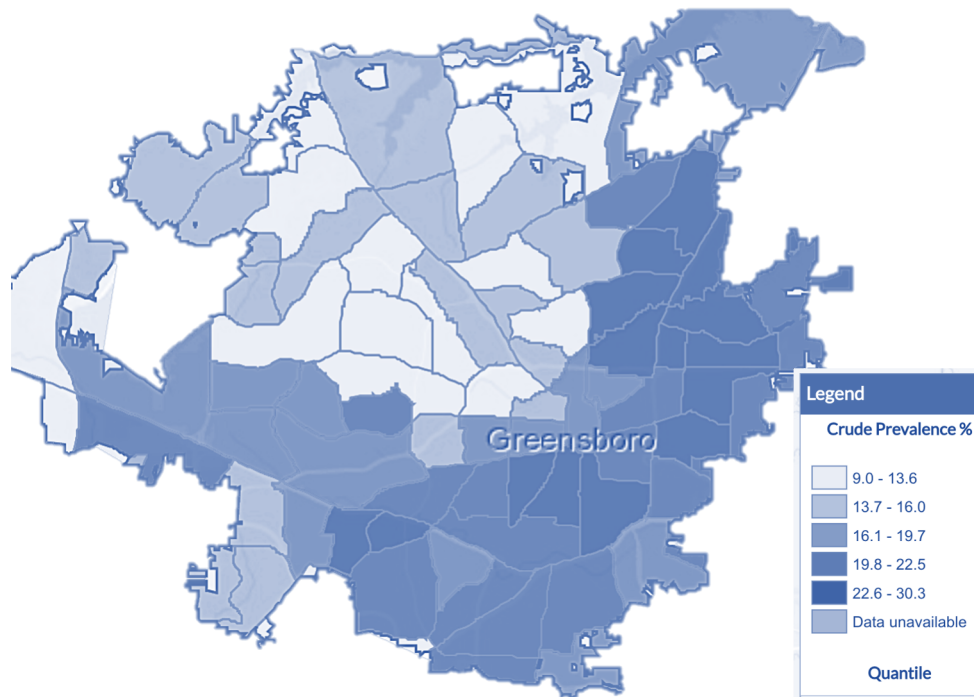
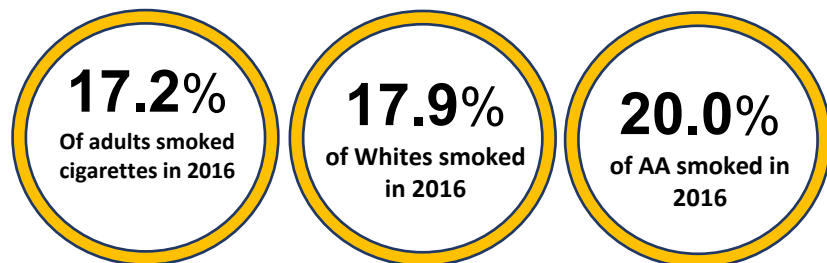
Josephine Boyd
School integration - 1957



Greensboro Four Sit In -
1960

STUDY SETTING

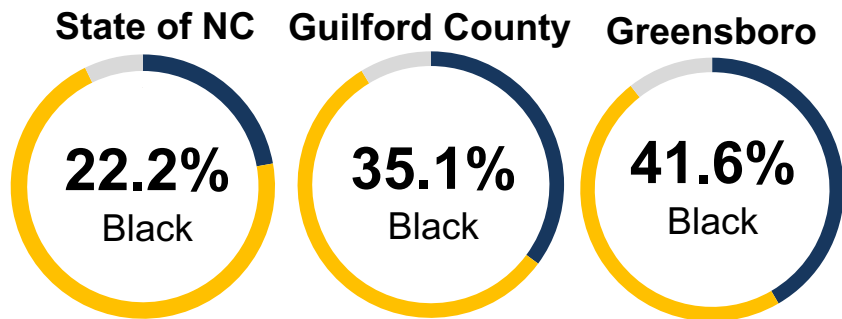
State of North Carolina



Data Source: NC Health Equity Report 2018

Figure 4. Crude Smoking Prevalence by Census Tract

STUDY SETTING



Data Source: CensusReporter.gov

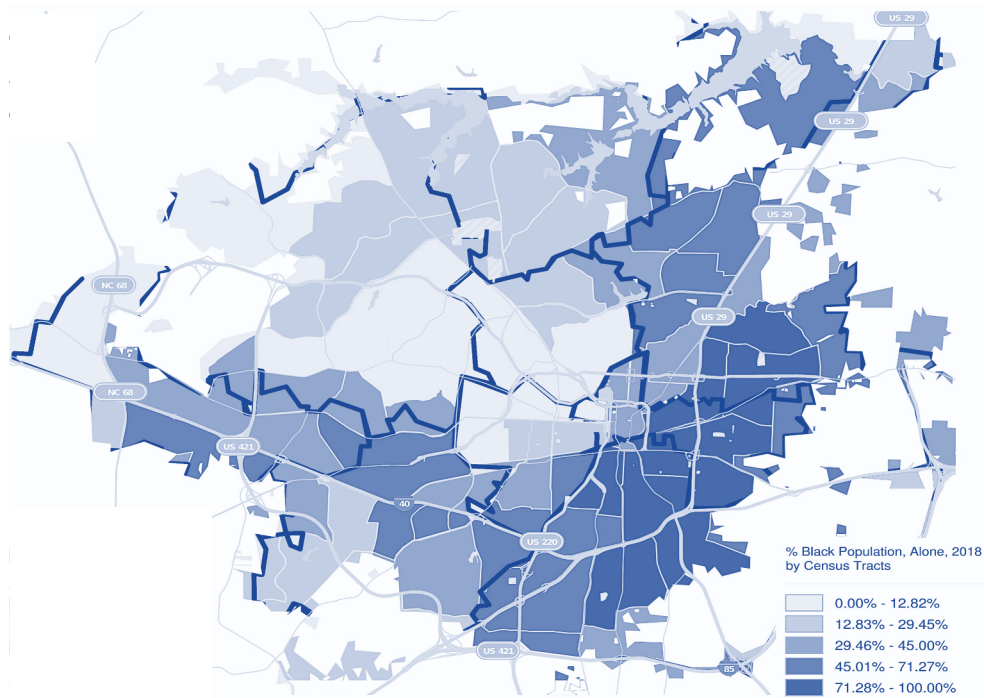


Figure 5. Distribution of % Black population by Census Tract

METHODS

Process

- Obtain tobacco product retailer lists
- Create measures
- Select a mode of data collection
- Train data collectors
- Analyze data

PREVENTING CHRONIC DISEASE PUBLIC HEALTH RESEARCH, PRACTICE, AND POLICY

Volume 13, E25

FEBRUARY 2016

TOOLS AND TECHNIQUES

How to Conduct Store Observations of Tobacco Marketing and Products

Ashley L. Feld, MPH; Trent O. Johnson, MPH; Katherine W. Byerly, BSPH;

Kurt M. Ribisl, PhD

Suggested citation for this article: Feld AL, Johnson TO, Byerly KW, Ribisl KM. How to Conduct Store Observations of Tobacco Marketing and Products. *Prev Chronic Dis* 2016; 13:150504. DOI: <http://dx.doi.org/10.5888/pcd13.150504>.

PEER REVIEWED

Abstract

As tobacco companies continue to heavily market their products at the point of sale, tobacco control groups seek strategies to combat the negative effects of this marketing. Store observations, which have been widely used by researchers and practitioners alike, are an excellent surveillance tool. This article provides a guide for public health practitioners interested in working in the tobacco retail environment by detailing the steps involved in conducting store observations of tobacco marketing and products including 1) obtaining tobacco product retailer lists, 2) creating measures, 3) selecting a mode of data collection, 4) training data collectors, and 5) analyzing data. We also highlight issues that may arise while in the field and provide information on disseminating results of store observations, including the potential policy implications.

Introduction

In recent years, tobacco control groups have become increasingly interested in the point of sale (POS), or the stores in which tobacco products are sold. A 2014 survey of tobacco control staff indicated that most states are conducting POS store observations at the local level (1). The tobacco industry spends the overwhelming majority of its marketing and promotional budget at the POS for both cigarettes (92.1%) and smokeless tobacco (71.3%); most of this spending is dedicated to price discounts (eg, sale price,

coupons) (2,3). Collectively, tobacco companies spend close to \$1 million per hour at the POS (2,3). Researchers have examined the effects of exposure to POS marketing and have determined that it prompts tobacco cravings (4) and unplanned purchases (5), undermines quit attempts (6,7), and leads to increased initiation of tobacco use (8–10).

Tobacco control researchers have emphasized that surveillance is a key first step to understanding how to combat the negative effects of POS marketing (11,12). Observing tobacco stores is imperative to understanding the retail environment, informing appropriate tobacco control interventions for individual communities, and evaluating interventions, including policy change. A systematic review by Lee and colleagues indicated that published research articles on tobacco store observations increased from about 1 per year in the early 1990s to nearly 10 per year since 2010 (13). Although this review (13) did not detail how to conduct store observations, it noted that store observation data are generally reliable. The purpose of this article is to provide public health practitioners with an overview of the process of conducting tobacco store observations for advocacy or evaluation efforts. Specifically, we outline sources for tobacco store lists, measures and modes of data collection, training and field support issues, tips for data analysis, and potential dissemination and policy strategies.

Tobacco Store Lists

Before you begin your store observations, define the goals of your inquiry and the geographic area of interest. Store observation projects range from single neighborhoods to cities or even entire states. The 4 most common ways to compile tobacco store lists are 1) obtaining licensing or enforcement lists, 2) using Synar reports for identifying other data sources, 3) purchasing business lists, and 4) using “ground truthing” or “canvassing” (ie, conducting a manual in-person survey of all streets in the target geographic area).



The opinions expressed by authors contributing to this journal do not necessarily reflect the opinions of the U.S. Department of Health and Human Services, the Public Health Service, the Centers for Disease Control and Prevention, or the authors' affiliated institutions.

www.cdc.gov/pdfiles/2016/15_0504.htm • Centers for Disease Control and Prevention 1

METHODS

Measures

Product type

Messaging strategy

Brand

Ad location

Image

Color

Words

Price/location

A smartphone with a blue border and a white screen displaying a data collection form. The form has a status bar at the top with signal strength, Wi-Fi, and 100% battery. The form contains the following fields and questions: 'Data Collectors First Name:' with a text input field; 'What is the store number? (Write numerical value)' with a text input field; 'Did the store approve of your observation?' with 'Yes' and 'No' radio button options; and 'How many tobacco advertisements did you observe? (Write numerical)' with a text input field. The phone has a home button at the bottom.

..... 100%

Data Collectors First Name:

What is the store number? (*Write numerical value*)

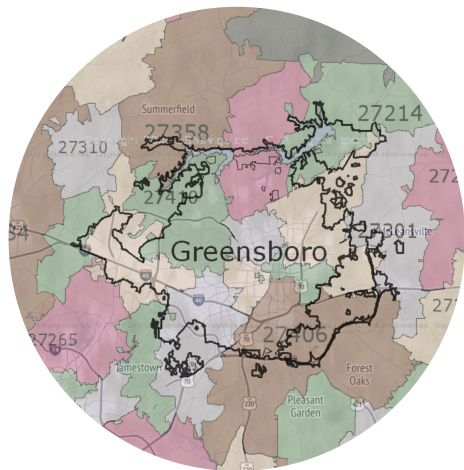
Did the store approve of your observation?

Yes

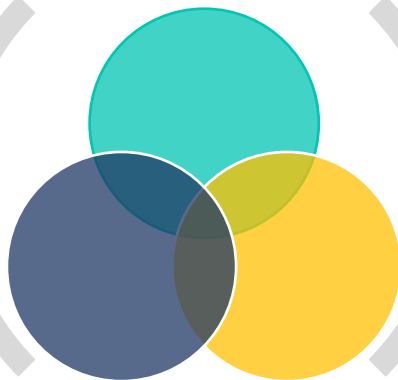
No

How many tobacco advertisements did you observe? (*Write numerical*)

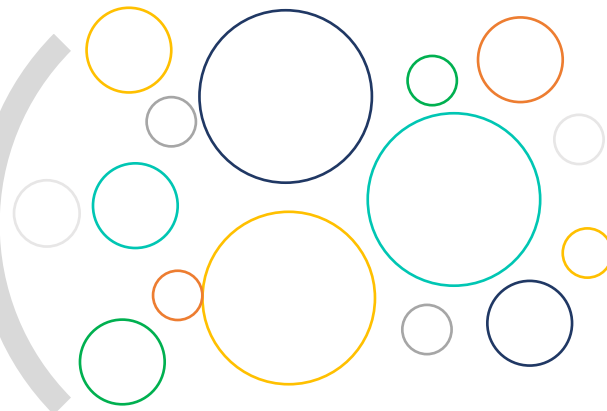
METHODS



9 zip codes
(258 stores)



Selected zip codes
 $\geq 45\%$ Black population
(n=3)
(107 stores)



Census tracts in 3 zip codes
 $\geq 45\%$ Black population
(n=15)
(63 stores)

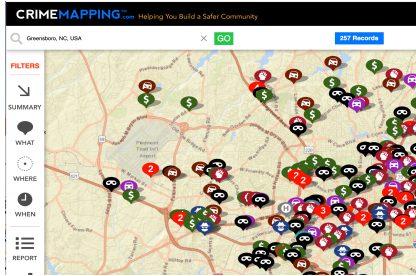
METHODS



“Virtual Ground Truthing”

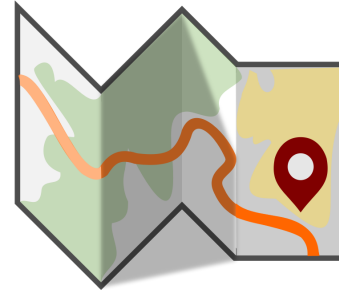


Excluded (26) stores that no longer existed or did not sell tobacco, and any duplicates.



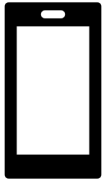
CrimeMapping.com

Excluded (13) stores deemed too small or unsafe



MapQuest Route Planner

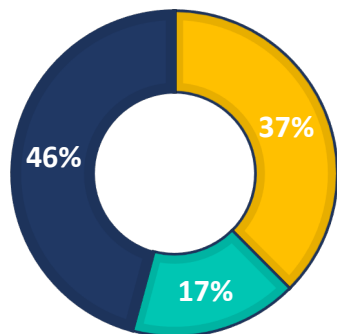
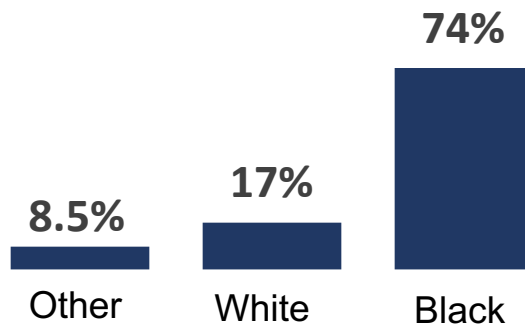
Assessed
165 ads



(24 stores)

FINDINGS

CHARACTERISTICS



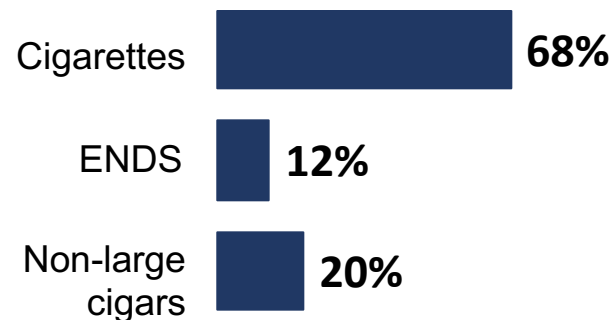
■ Convenience ■ Gas ■ Combo

5  tracts with racial concentration of poverty

\$ Median income \$28,677

~2  per census tract

~7  per store



CHARACTERISTICS

Table 1 Characteristics of Advertisements

<i>Characteristic</i>	<i>n</i>	<i>%</i>
Ad location		
On premises	49	29.7
Building/windows/doors	46	27.9
In front of register	19	11.5
Behind register	43	26.1
Other	8	4.8
Price (included)		
No	83	50.3
Yes, on top of ad	20	12.1
Yes, on bottom of ad	52	31.5
Other	10	6.1
Ad images		
No	32	19.4
Yes	133	80.6
Messaging strategy		
Reassurance	28	16.9
Misdirection of attention	112	67.9
Inducement to bravery	25	15.2



FINDINGS

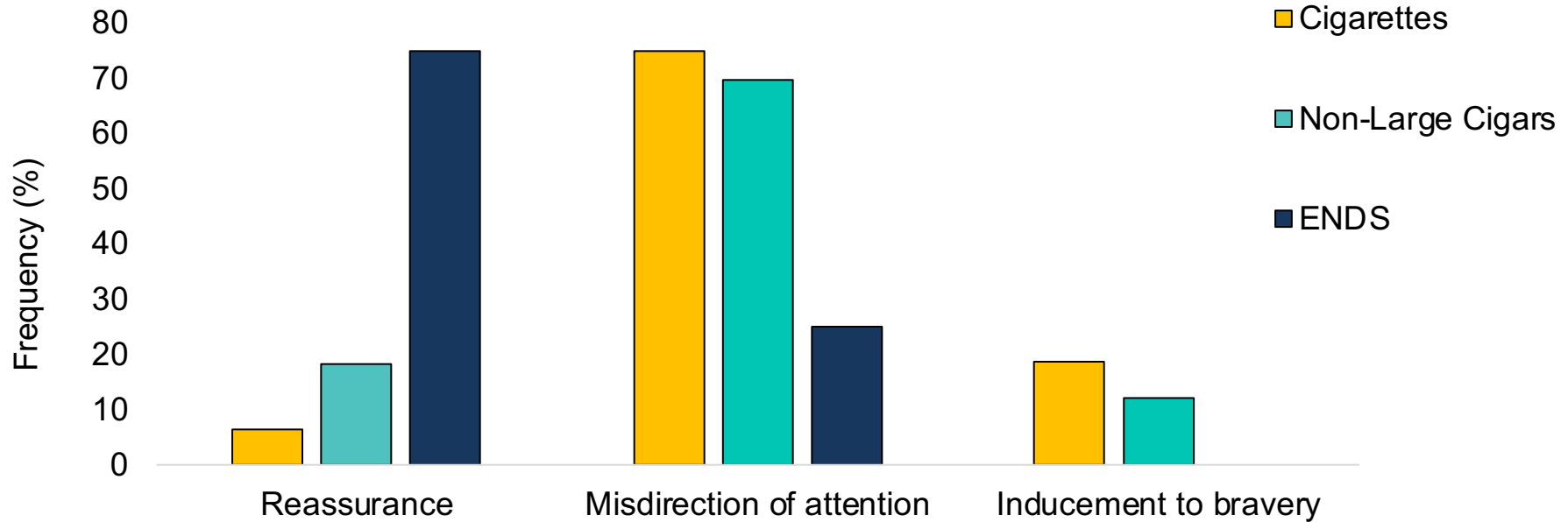


Figure 6. Frequency of Ad Messaging Strategies Per Product Type

Note: $\chi^2(4, N=165) = 57.76, p < .001, \phi_{\text{Cramer}} = .42,$

FINDINGS



Aggregate Ad Text



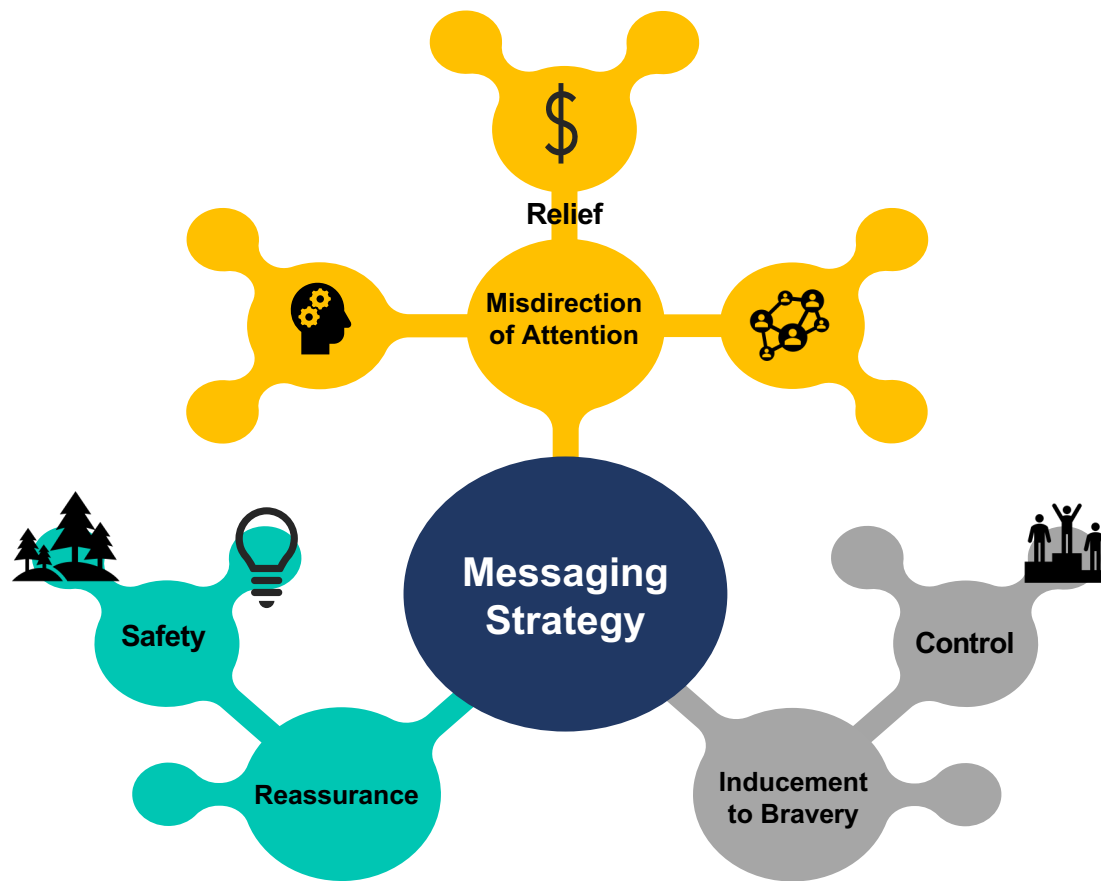
Reassurance



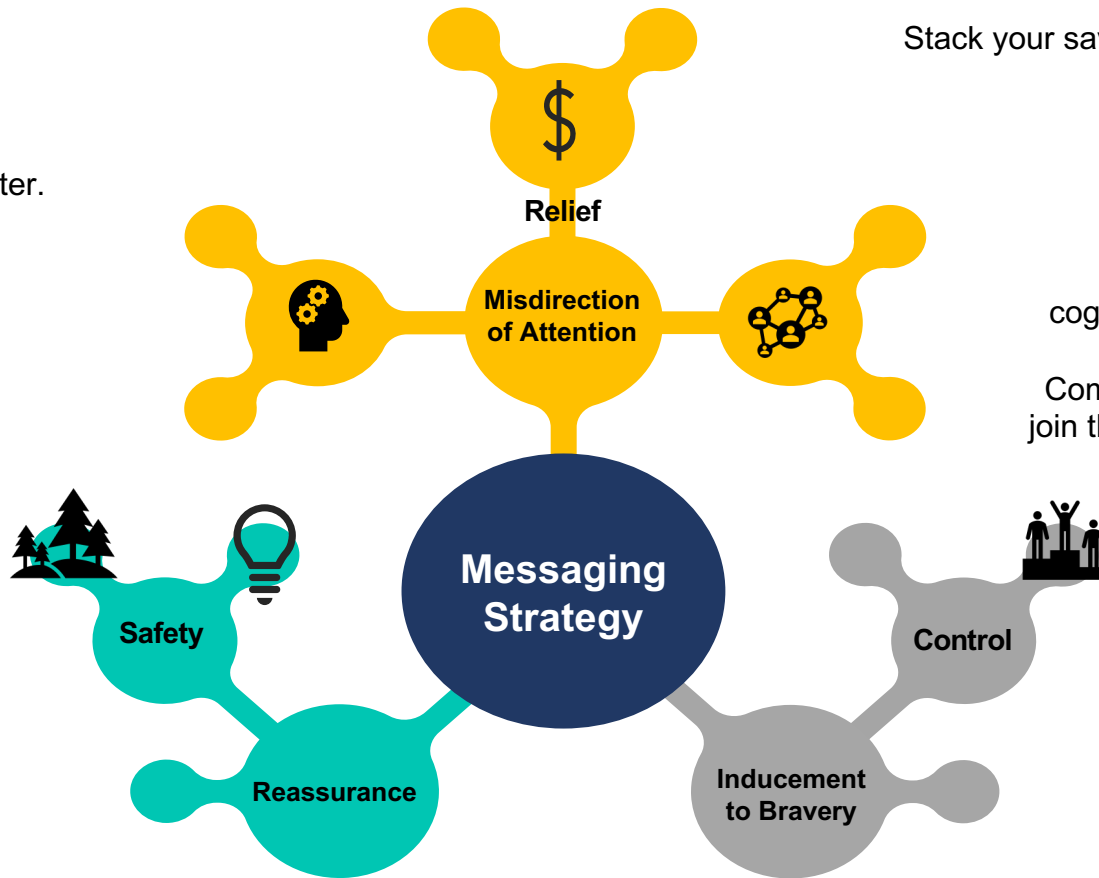
Misdirection of Attention



Inducement to Bravery



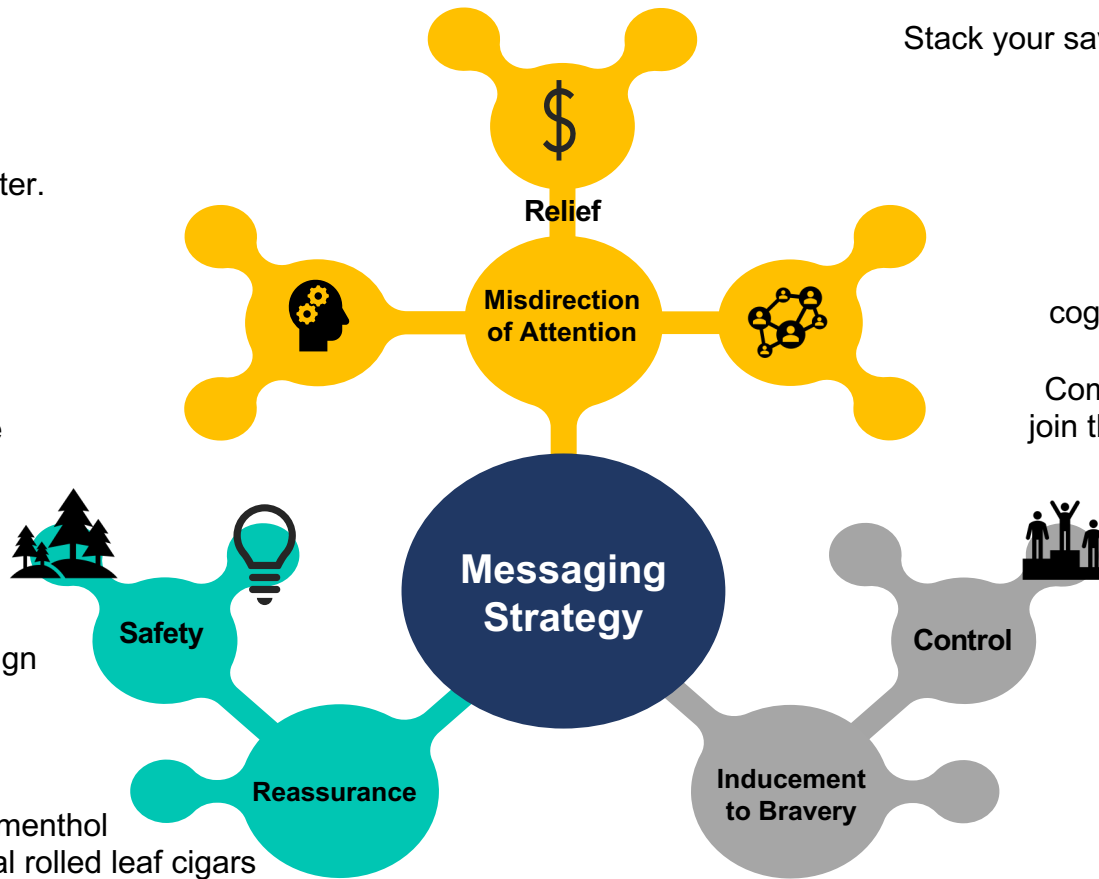
Like sweets?
Enjoy
Smooth select, flavorful,
refreshing, pleasure
Lasts longer, satisfies better.
Pleasure, cigarettes



Like sweets?
Enjoy
Smooth select, flavorful,
refreshing, pleasure
Lasts longer, satisfies better.
Pleasure, cigarettes

Something better, Blu
Smoking evolved;
#Vaporized;
tabaac, miint, fruut, bruule
No odor,
no ash,
no tobacco smoke
only vapor,
smoke virtually anywhere.
Clear cartridge; sleek design
The game has changed.

Go Natural
A fresh take; refreshingly menthol
The natural choice. Natural rolled leaf cigars



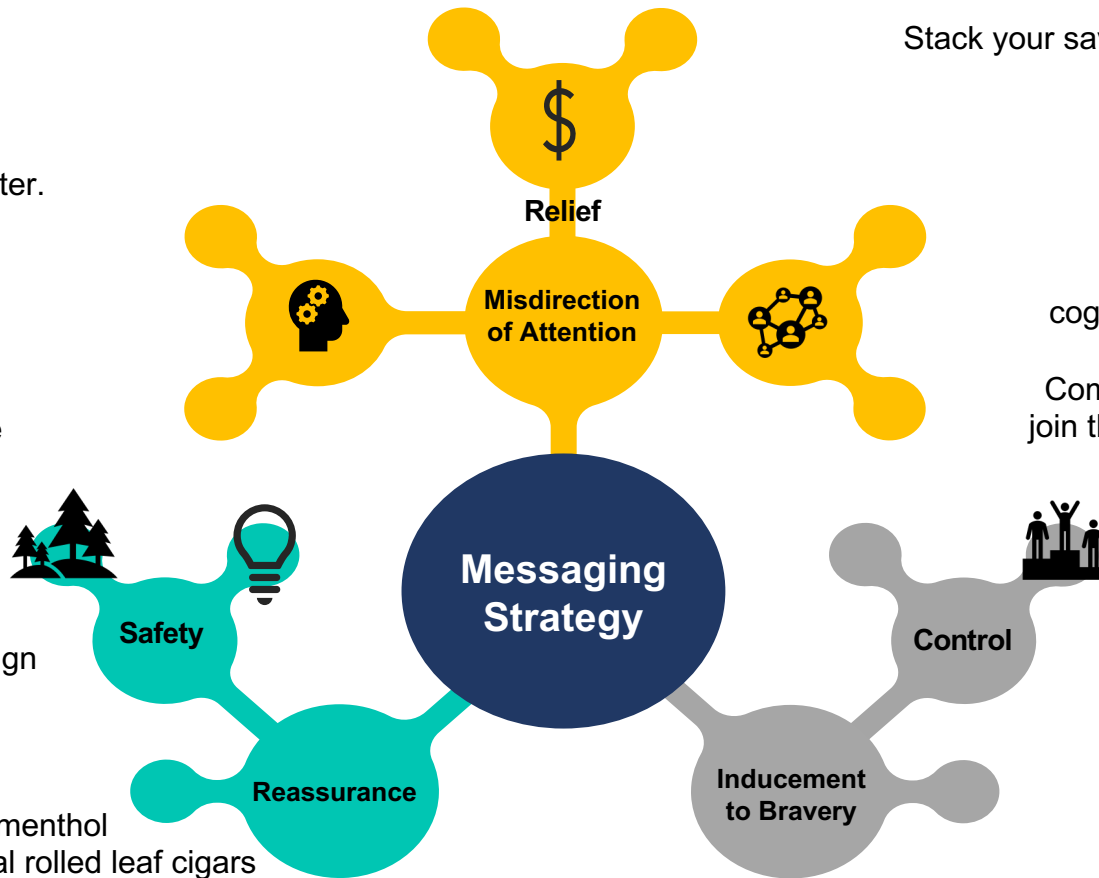
Stack your savings; everyday savings
special price
new resize pack
Resealable foil pouch
More of what matters

Limited release
cognac-dipped, hand rolled
Newport platinum,
Come to where the flavor is
join the circle K tobacco club

Like sweets?
Enjoy
Smooth select, flavorful,
refreshing, pleasure
Lasts longer, satisfies better.
Pleasure, cigarettes

Something better, Blu
Smoking evolved;
#Vaporized;
tabaac, miint, fruut, bruule
No odor,
no ash,
no tobacco smoke
only vapor,
smoke virtually anywhere.
Clear cartridge; sleek design
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Go Natural
A fresh take; refreshingly menthol
The natural choice. Natural rolled leaf cigars



Stack your savings; everyday savings
special price
new resize pack
Resealable foil pouch
More of what matters

Limited release
cognac-dipped, hand rolled
Newport platinum,
Come to where the flavor is
join the circle K tobacco club

Soar above the rest
Step up your game
Bold choice
Let it ride
Marlboro midnight

SUMMARY OF FINDINGS

1. Cigarette and non-large cigar ad messages most frequently redirected attention to other product attributes, away from the harmfulness of products.
2. ENDS ad messages primarily used reassurance to elicit perceptions of safety, although they are not safe products.
3. ENDS were the least commonly advertised products in our study area with high smoking prevalence.

DISCUSSION & IMPLICATIONS

DISCUSSION



DISCUSSION

“Although Negroes **have the same wants, desires, and needs** as any other group, there is **one significant difference**. He sees America through a **prism of 350 years of discrimination**. As a consequence, he has a great need for recognition as part of U.S. society.”

– 1969 Holland report

“Both the **socioeconomics and concepts like community** and extended family seem to **influence the meaning of concepts** like “Powerlessness”, “Belonging”, and “Upward Striving” among Blacks – in directions which sometimes go against the popular preconceptions or stereotypes.”

– 1990 RJR Black Opportunity Analysis

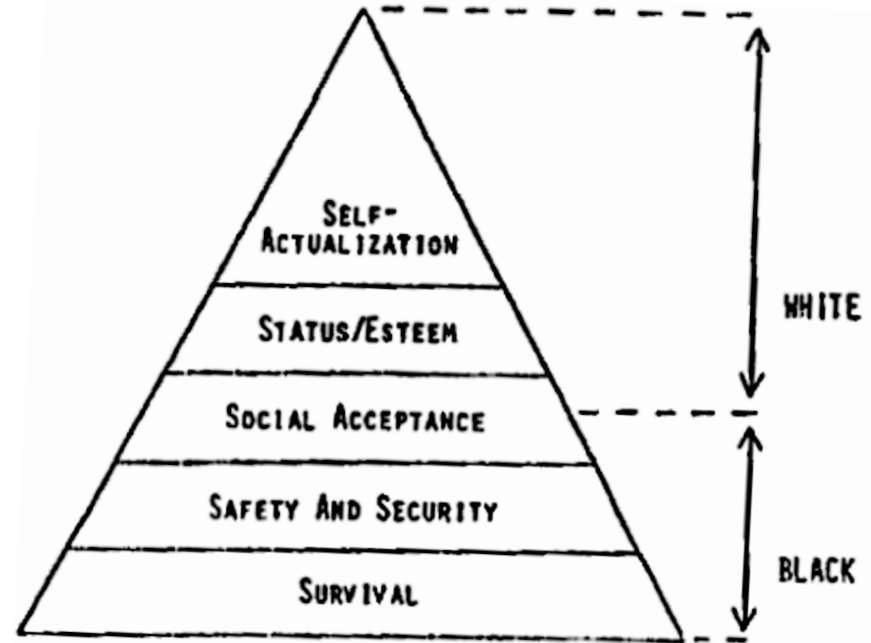
DISCUSSION

“Key differences between Blacks and Whites all revolve around **socioeconomic status – education, work, and money.**”

The net pattern to all of these differences can be summed up in terms of Maslow's hierarchy of needs.

Blacks needs focus on Survival, Security, and Social Acceptance.”

- 1990 RJR Black Opportunity Analysis



DISCUSSION

Status/Esteem

Prestige/Freedom/Respect

- sleek design
- New look
- Newport platinum
- Special blend
- sweets arriving April 2017
- Quality
- Sweets cognac dipped
- hand rolled
- Tahoe, quality American blend
- Maverick, American quality
- Let it ride
- Marlboro, nxl, discover
- Night owl
- Soar above the rest
- step up your game
- Bold choice
- Marlboro midnight, bold unique menthol flavor

Social Acceptance

Sense of belonging

- Say hi to my...[blu]
- America's favorite, since 1958
- Come to where the flavor is
- join the circle K tobacco club

Safety & Security

Health and safety

- No odor, no ash, no tobacco smoke; only vapor
- Smoking evolved
- smoke virtually anywhere
- #Vaporized
- The game has changed
- A fresh take;
- refined flavors
- flavor refined
- smooth mellow flavor
- Crisp menthol flavor
- Made with natural menthol;
- Natural wrap
- wood tip
- Natural leaf
- The natural choice
- Natural rolled leaf cigars
- Go natural.
- Natural leaf cigarillo

Survival

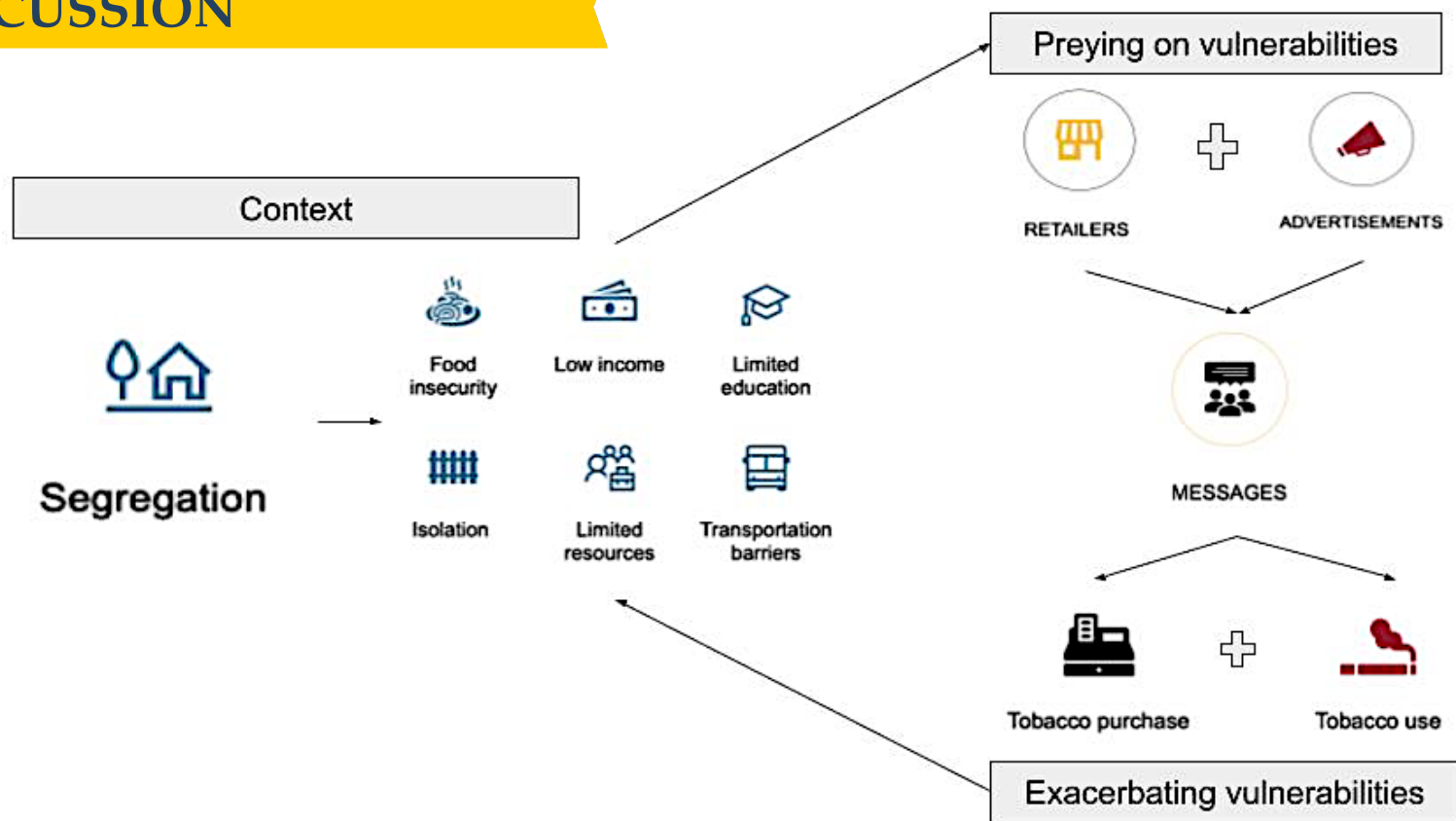
Employment / Income

- \$1 trial offer
- special price
- 2 for .99
- Mobile coupons
- Stack your savings
- everyday savings
- More of what matters
- "20 class A cigarettes"
- Lasts longer
- slow burn
- new reseal pack
- Resealable foil pouch

Desire

- Satisfies better
- Pleasure
- Enjoy
- Experience intensely satisfying vapor
- Sweets
- Ice
- Refreshingly menthol

DISCUSSION



VOCAL NOT PASSIVE



Listen

Elevate and echo

Acknowledge

Resources and relationships

Note

IMPLICATIONS

Policies to reduce TRHDs should focus on:

- Reducing exposure to targeted tobacco industry advertising and promotions
- Improving the availability, accessibility, and effectiveness of cessation services for populations affected by tobacco-related disparities.

(CDC, 2015)

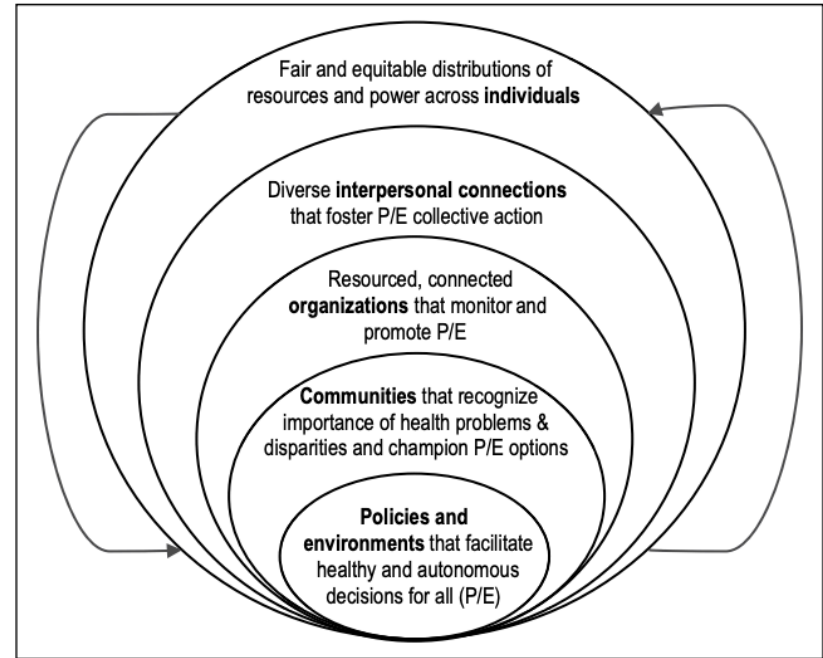
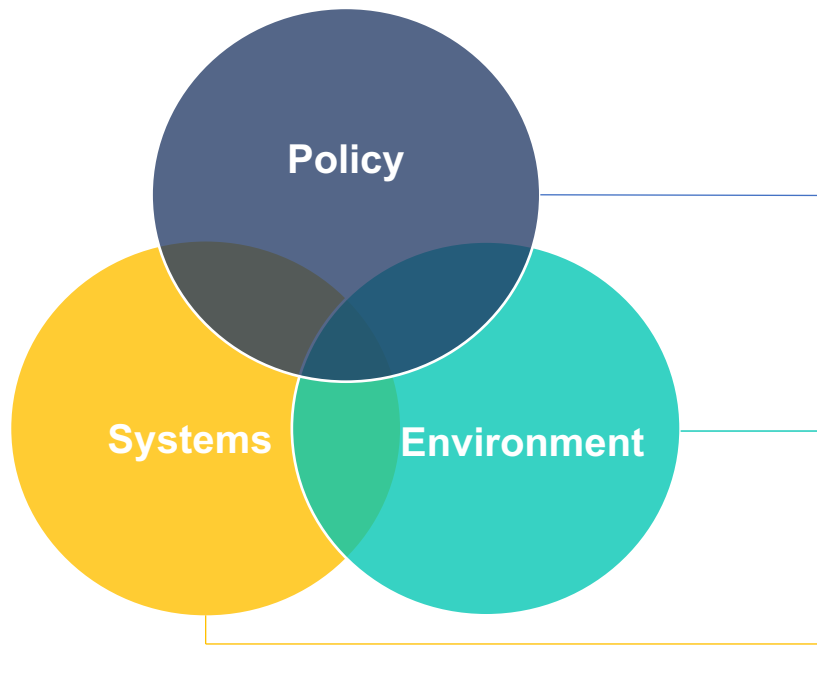


Figure 1. “Inside out” social ecological model of policy and environmental change. (Golden et al., 2015)

IMPLICATIONS



Equity-focused recommendations

- Local licensing ordinances
- Ban menthol AND other flavors
- Increase presence of health-promoting retail
- Reduce blight of POS advertisements
- Create healthy, tobacco-free retail environment
- Voluntary promotion of Quitline in retail stores

CONCLUSIONS

- Tobacco advertising strategies exploit vulnerable populations and neighborhoods.
- “The real challenge lies not in debating whether disparities exist, but in developing and implementing strategies to reduce and eliminate them.”
– Alan R. Nelson
- Practice and policy efforts must remain focused on equity, so residents of ALL neighborhoods have opportunities to lead healthy, tobacco-free lives.

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Thank You

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